



SECOND SUPPLEMENTAL INFORMATION CITED BY APPLICANTS THAT MAY BE  
MATERIAL TO THE PROSECUTION OF THE SUBJECT APPLICATION

Applicants: E.B. Watson et al. Attorney Docket No. MSFT121736  
Application No.: 10/805,870 Art Unit: 2161 / Confirmation No. 1784  
Filed: March 22, 2004 Examiner: S. Metjahic  
Title: SYSTEM AND METHOD FOR OPTIMIZING PAID LISTING YIELD

U.S. PATENT DOCUMENTS

| *Examiner Cite                                   | Kind | Date |  |  |
|--------------------------------------------------|------|------|--|--|
| Initials No. Document No. Code (mm/dd/yyyy) Name |      |      |  |  |
| _____ U12 2003/014331 A1 01/16/2003 Simons       |      |      |  |  |

FOREIGN PATENT DOCUMENTS

| *Examiner Cite                             | Kind | Publication Date | Country | English<br>Abstract Translation<br>Provided Provided |
|--------------------------------------------|------|------------------|---------|------------------------------------------------------|
| Initial No. Document No. Code (mm/dd/yyyy) |      |                  |         |                                                      |
| _____ F3 EP 1 282 051 A1 02/05/2003 EP     |      |                  |         |                                                      |
| _____ F4 WO 99/41694 A1 08/19/1999 WO      |      |                  |         |                                                      |
| _____ F5 WO 01/82178 A2 11/01/2001 WO      |      |                  |         |                                                      |

OTHER INFORMATION

(Including Author, Title, Date, Pertinent Pages, Etc.)

| *Examiner Cite |  |
|----------------|--|
| Initial No.    |  |
| NONE           |  |

| Examiner               | Date Considered  |
|------------------------|------------------|
| _____/Darnell Pouncil/ | _____/04/16/2008 |

\*Examiner: Initial if reference considered, whether or not citation is in conformance with M.P.E.P. § 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicants.

DJC:sbk

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